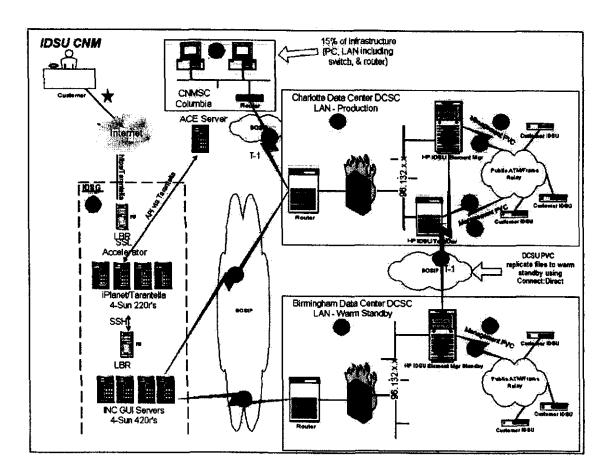
Cost Allocation Plan for Intelligent Data Service Unit (IDSU) Service

The diagram below shows the various elements and areas of the IDSU network that require cost allocation decisions in order to deploy the IDSU Service in a manner consistent with current cost allocation rules. These thirteen elements and areas are labeled A though M. Each element/area requires a separate method of cost allocation.



Service & Customer Impacts

The cost apportionment requirement delayed the implementation of IDSU Service by more than three months. BellSouth had a customer waiting for this service when it began the cost apportionment process required for its service deployment. By the time all cost apportionment matters were resolved, that customer had been lost. Thus these needless and complex accounting requirements not only negatively impacted BellSouth internally, but also negatively impacted its customer's needs.

IDSU Service Description

This service is made up of two separate and distinct nonregulated components: a Customer Premises Equipment component called an "IDSU," and an information service component (termed Nonregulated Customer Network Management) that provides the customer with specialized network management reports. The service would allow retail and wholesale customers to view their network topology, operational statistics, and alarm data collected from these IDSUs, and would allow BellSouth to offer customers one platform to monitor and isolate customer network trouble using a single network tool. Customers would be able to purchase IDSUs from BellSouth along with their Frame Relay service.

Cost Allocation

This section describes the various cost allocation methods required to account for the different elements and areas of the IDSU network, as depicted in the network diagram. Each lettered item below corresponds to the lettered elements/areas of the IDSU network diagram.

A. IDSG - Tarantella Servers and INC GUI Servers.

Based on usage, a portion of the cost for these devices will be charged to the IDSU Service. A tracking mechanism is available and the system logs traffic.

B. INC Production Platform at Charlotte Data Center

This is new hardware being purchased for IDSU Service and the total cost will be charged/directly assigned to nonregulated IDSU Service.

C. INC Platform for Test and Development

This is new hardware being purchased for IDSU Service and the total cost will be charged/directly assigned to nonregulated IDSU Service.

D. INC Stand-By Platform at Birmingham Data Center

This is new hardware being purchased for IDSU Service and the total cost will be charged/directly assigned to nonregulated IDSU Service.

E. Charlotte Data Center

A monthly fee will be charged to the IDSU Service for housing the servers in the data center. This cost includes floor space, administration, and transport. Transport includes the use of the LAN in the Data Center, including firewalls and routers. Nonregulated affiliates currently use the data center to house platforms. Charge-back mechanisms are already in place and will continue to be followed for the IDSU Service.

F. Birmingham Data Center

A monthly fee will be charged to the IDSU Service for housing the servers in the data center. This cost includes floor space, administration, and transport. Transport includes the use of the LAN in the data center, including firewalls and routers. Nonregulated affiliates currently use the Data Center to house platforms. Charge-back mechanisms are already in place and will continue to be followed for the IDSU Service.

G. Customer Network Management Service (CNMS) Center - Columbia, SC

The CNMS Center provides system administration and help desk functions. Costs will be allocated to the IDSU service. Two proposals are being evaluated. One is to use exception reporting on an individual basis. The second proposal is establishing a separate group to handle only the nonregulated service. The decision will be based on anticipated volume of work.

H. Communication link - INC Platforms to Frame Relay Network

These will be Frame Relay "loops" from the INC platforms to the Frame Relay "cloud." This Frame Relay service will be purchased by the IDSU Service from the existing tariffs. The GSST Frame Relay service tariffs will be used for ordering these links.

1. Management PVC

Customers who purchase IDSU Service will also purchase from the tariffs Frame Relay PVCs that will be mapped from their Gateway IDSUs to the INC platform. The GSST Frame Relay service tariffs will be used for ordering these PVCs.

J. InterLATA Link - IDSG to Charlotte Data Center

This link will be used to provide connectivity between the INC GUI servers in the IDSG and the INC platform in the Charlotte Data Center. A customer will log in to the service via the Internet through the Tarantella servers. Requests for management information will pass through the INC GUI servers to the INC platform. Information relating to the performance of the customer's IDSUs will be passed back through the GUI servers and the Tarantella servers to the customer's web browser. Transport costs will be imputed to the nonregulated IDSU Service at surrogate tariff rates.

K. InterLATA link - IDSG to Birmingham Data Center

The INC platform in the Birmingham Data Center serves as the stand-by platform in the event of failure of the platform in the Charlotte Data Center. This link would be used to provide access to the customer's data in a fail-over situation. These facilities, in the current design, are part of BellSouth's BRTN/BOC Infrastructure Network. Transport costs will be imputed to the nonregulated IDSU Service at surrogate tariff rates.

L. InterLATA Link - Charlotte Data Center to Birmingham Data Center

This link provides the data path for replication of information from the production INC platform in Charlotte to the Stand-by platform in Birmingham. These facilities, in the current design, are part of BellSouth's BRTN/BOC Infrastructure Network. Transport costs will be imputed to the nonregulated IDSU Service at surrogate tariff rates.

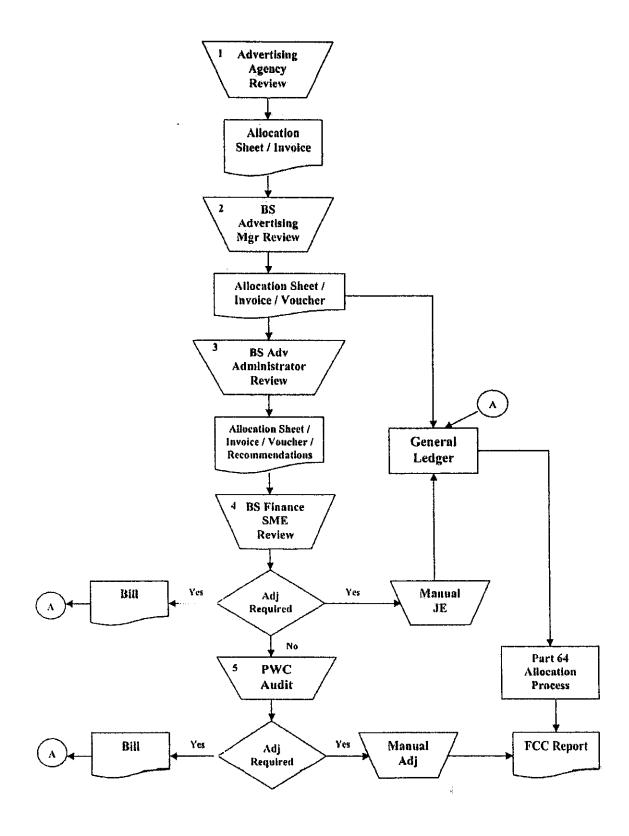
M. InterLATA Link - CNMS Center to Charlotte Data Center

This link is used for administration and management of the of the INC platform and for viewing customer information in order to provide customer Help Desk assistance. We must impute charges, at surrogate tariff rates, to nonregulated operations for this network transport.

Appendix 5 Allocation of Advertising Costs

Page 1	Flow chart showing allocation process for Account 6613, Advertising
Page 2	Example of mark-up required to determine allocation of words among various products and services for a simple advertising campaign letter
Page 3	Form showing resulting allocation from above campaign among products and services by State
Page 4-9	Example of mark-up required to determine allocation of words among various products and services in English and Spanish versions for a more complex advertising campaign
Page 10	Form showing resulting allocation from above campaign among products and services by State

Allocation of Account 6613, Advertising



URGENT: Your BellSouth® FastAccess® Business DSL promotional discounts are about to expire.

Please call for continued savings

XXX-XXX-XXXXX Sample A. Sample ABC Company Suite 1-A 123 Any Street Anytown, US 12345-6789 **** BAR CODE ****

DSL - 70% Local - 15% LD - 15%

BELLSOUTH FASTACCESS BUSINESS DSC DISCOUNT EXPIRATION NOTICE:

Current GellSouth FastAccess Business DSL discount; \$30 per month for 12 months

LD

BellSouth FastAccess Business DSL discount expiration: Month 2004

DSL

Continue saving on your monthly dellSouth FastAccess Business DSL phorpes by signing a new

BellSouth Internet Answers term agreement before: Month 2004

Estimated Relisauth FastAccess Business DSL savings with a new term agreement:
Up to \$1080 over the next 36 months

Dear Sample A. Sample,

Our records indicate that you've been receiving \$30 off your monthly Factors Business DSL Bill as a result of promotional pricing when you originally purchased tostactes Business DSL service. However, that pricing will expire Month 2004 — and your bill will soon reflect standard pricing for this service.

BellSouth would like to give you the opportunity to continue saving on your monthly recurring FastAccess Business

DSL charge by affering you a choice of two new BellSouth Internet Answers term agreements. If you already have

BellSouth Lang Distance service, and have or sign a new local service agreement, you can sign a new 24 or 36-month

BellSouth Internet Asswersterm agreement and continue to seve

EastAccess Business Term

24 months

Nonthly Recurring Charge Discount

\$20

otal savanos!

36 months

Local

\$1080 \$480

Call a BellSouth Small Business Sales Associate at 1.866.201.0468 to take advantage of this special offer and continue saving on EastAccess Business DSL

Sincerely,

John Irwin

Vice President of Marketing

BellSouth Small Business Services

P.S. For more details about this offer, or alternative RellSouth* FastAccess* Business DSL solutions for your business, please call a BellSouth Small Business Sales Associate at 1.856,201.0468.

SCAF Report

Project Name:

BPCONTIN: 4Q04 DSL TEA

C - Consumer

CAF#:

S0570

B - Large Blz

SCAP # Legend

Vendor Name:

D - DSL

X - Corporate

Ir - 4ce #:

S - Small Biz

R. BP (BS mgr to fill in):

359 - Ads - Direct Mall Production /

WID(s):

0380

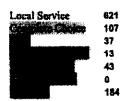
SCAF #: 50570

invoice Amount	\$ 300				
		Product	BELLSOUTH.NET FAST ACCESS (ADV DSL)	FLAT RATE BUSINESS	Small Business Long Distance
		PROD CODE	189	019	1902
		RB#	.vma		
		Prod %	√ 70.00%	15.00%	15.00%
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Review By:	7	Date:	11/2/200
	(Ad Manager Signature)		

P.O. Box 530584 Birmingham, Al 35253-0584

iohn A. Sample 123 Any Street Anytown, ST 12345-6789



Total Words 1005

Dear John A. Sample,

The BallSciun Preferred act | Hon!

it's a money-saving package that streamlines your phone service and includes <u>our most popular</u> <u>calling features</u>, the ones our customers say they rely on most — Callier ID Deluxe; Call Walting Deluxe, Call Return (*69]* and Three-Way Calling* — plus, additional features for much less than you would pay for each feature separately — all for just \$AX.XX a month!

We'll even give you some spending money to use however you please...

Stock Cast Mas with the believith Transported Cast.

Plus, we'll waive your stock by rvice connection feel

Only BellSouth delivers the quality, service and reliability you deserve. We're your one-stap communications solution!

To sign up for this affer, please call us today toll free at 1.XXX.XXXXX, or visit us online at bellsauth.com/welcome.

Sincarely.

Carlos A. Salinas

Senior Director, Consumer Marketing

late of Shins

Poro espoñol per favor llome 1.888.492.1075.

Bundle it with Unlimited total Service,
and to save over 20%. Call today and ask how you can
get FREE installation and equipment for up to 3 rooms!

KNUZE-NW

bee back for more details!

Contract Contract

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BELLSOUTH LOCAL SERVICE \$100 CASH-BACK COUPON

Please print legibly

Your have us it will appear on your residential BellSouth bill

our complete address as it will appear on your Belisouth Lift

Mail this completed coupon to: BellSouth* Reward Center, DEPT #04-XXXXX, P.O. Box 540016, El Paso, TX 88554-0016

(See back of coupon for more details.)

City, State, and Zip Cade

Areo Coäe/Telephone number

(different) telephone number at billing address (if different)

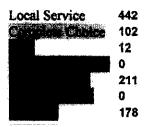
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"Diffict" offer for new Diffict" customers only. Activation of Diffett programming may be subject to credit approval, and requires valid service address, social security number and/or major credit card. Call for Diffict service information and pricing. Diffict is a trademark of Diffict. Inc. "Savings are based on comparison of purchase price of BellSouth Digital TV Answers bundle vs. price of same services purchased individually. Advertised savings require minimum Diffict." Programming package of \$39.99 (excluding taxes and fees) from BellSouth and subscription to qualifying BellSouth lead, king distance and instructions of the terms, conditions and restrictions apply. Internet savings require combined billing on BellSouth bill. Street savings will appear as a BellSouth Answers bundle savings on the Diffict. BellSouth bill beginning on the second billing cycle. Both effects and BellSouth customer accounts must be current and without a delinquent balance to continue to receive recurring monthly bundle savings. Applicable taxes and fees will be based on the full monthly price of all products and services and will not be aredited with any reward or bill credit. The Professed Replan includes the following calling features: Call Walting Deliver. Three-Way Calling. Caller ID Deliver. Call Return, BellSouth* Privacy Director* service, Message Waiting Indication, Star 98 Access, and Call Forwarding Busy Line & Call Forwarding Don't Answer (with or without Ring Control). Some features require additional equipment/services. Features must be compatible & subject to network and facility availability. 2 Caller ID and Caller ID Deluxe require a compatible display unit. Caller ID blacking is available, so some calling names and numbers may not be displayed as a subject to expanded beautiful and caller ID Deluxe require a compatible displayed as a subject to return and Three-Way Calling. SQuabet may be a subject to self-south from another carrier and purchase the second calling rates may apply for Caller BellSouth PreferredPac

modified or discontinued at any time without notice.

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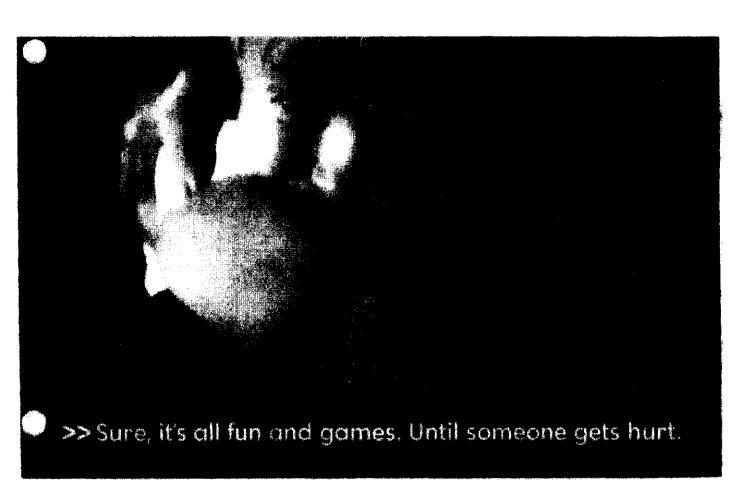
are the property of their respective owners.



Total Words 945

P.O. Box 530584 Birmingham, AL 35253-0584



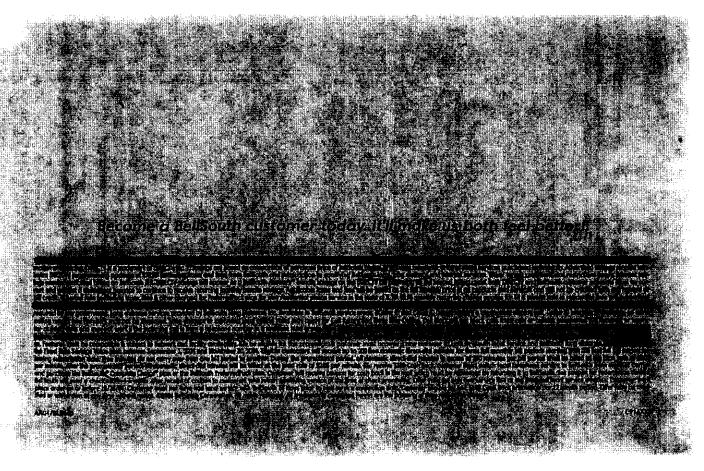


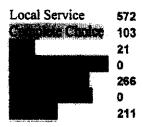
And we're afraid that someone might have been you.

Over half of our returning customers say they didn't get the savings the other phone carrier promised them, At BellSouth, we've got just the remedy. We have the dependable service you grew up with, the clear calls you expect and a price competitive with anyone else out there. That ought to stop the bleeding. Well, that and the little blue bandage we've got for you.

For less than \$XX.XX a month; you'll get Unlimited local calls • Caller ID Deluxe, Call Waiting Deluxe, Call Return (*69), Three-Way Calling and more And, when you sign up for Local Service with the Ballsouth Frenchest Hand we'll waive your local service connection fee — a savings of \$XX.XX! ond And give you 2 great signing bonuses: Bundle it with Unlimited Local Service, and and save over 20%. Call today and ask how you can get FREE installation and equipment for up to 3 rooms! Call us toll free at 1.XXX.XXX.XXXX, or visit us online at bellsouth.com/welcome.

Para español por favor llame 1.888.492.1075.





Total Words 1173

P.O. Box 530584 Birmingham, AL 35253-0584



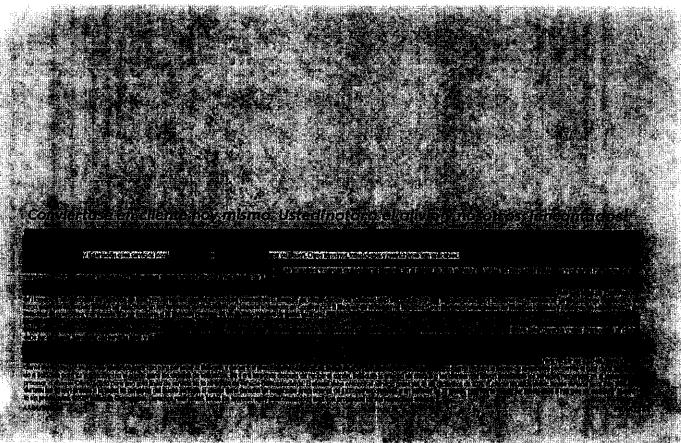


Tememos que ese alguien haya sido usted.

Más de la mitad de nuestros clientes que regresan a BellSouth declaran que los ahorros que otras compañías de teléfono les habían prometido <u>no aparecieron por ninguna parte.</u> Por suerte, BellSouth tiene el remedio. Le ofrecemos el mismo servicio esmerado y conflable que usted siempre conoció; las llamadas claras y los precios que compiten con cualquier oferta. IDe sobra para curar el rasguño! Y para una cicatrización perfecta, aquí tiene lo mejor:

madas claras y los precios que compiten con cualquier oferta. De sobra para curar el rasguno! y para una cicatrización perfecta, aquí tiene lo mejor: Por menos de \$00.00 al mes; le ofrecemos • Llamadas locales sin límite • Identificación de Llamada de Lujo; Llamada en Espera de Lujo, Devolución de Llamada (*69); Llamada en Conferencia¹ y mucho más. Además, cuando usted se suscriba al Servicio Local con el plan Para la considera de Santia. Y por si esto fuera poco, también le damos dos regalos de bienvenida: | Y por si esto fuera poco, también le damos dos regalos de bienvenida: | Con el Servicio Local sin límite, con y ahorre más del 20%.** | ILlame y pregunte como puede obtener equipo e instalación GRATIS para hasta 3 habitaciones!

Llámenos hoy mismo, libre de cargos, al 1.XXX.XXXX, o visítenos en la Internet en nuestro sitio en inglés en la Internet bellsouth.com/welcome.



Project Name:

4Q 2004 Reacquisition - Local Service WinOver

CAF#:

C0090

Jendor Name: Invoice #:

RTC:

583 - Postage

BP (BS mgr to fill in):

WID(s):

0380

SCAF #: C0090

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Date:

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Appendix 6 Allocation of Customer Service Representative Time

Page 1 Blank Time Reporting Sheet for Small Business to be completed by Remote Observer

Page 2 Table showing results of time study allocated among various products and services by State

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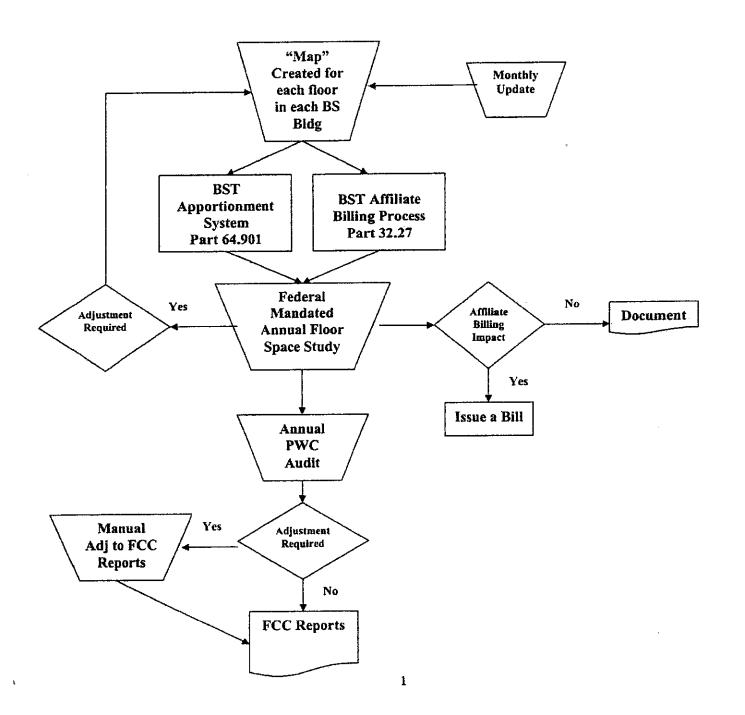
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	FEB-APROS	4.96%	0.00%	18.87%	5.02%	9.60%	17,88%	0.05%	0.00%	0.93%	2,49%		8.049
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	FEB-APROS	5.49%	0.26%	17.91%	5.63%	8.94%	18.45%	0.08%	0.00%	1.71%	3.75%		5,98%
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	DEC04_JAN-FEB05	5.54%	0.21%	17.85%	5,97%	9.13%	18,46%	0.01%	0.00%	1.42%	2.76%		4.96%
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	OCT-DEC04	5.58%	0.52%	17.13%	4,95%	7.92%	18.99%	0.02%	0,00%	1,63%	2.55%		
A	MAR-MAY05	3,34%	0.18%	18.03%	\$.00%	11.08%	18,02%	0.31%	0.00%	1.34%	2.28%		5.51%
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tS .	MAR-MAY05	6.48%	0.11%	17.65%	4.93%	6.94%	19.27%	0.24%	0,00%	2.40%	2,65%		6.40%
	FEB-APR05	7.03%	0.21%	16,96%	4.40%	7.41%	19.15%	0.31%	0.00%	2.27%	3.14%		5.66%
	JAN-MAR05	7.38%	0.12%	17.44%	4.80%	7.98%	20.23%	0.17%	0,00%	2.35%	3,12%		5.88%
T	DEC04-JAN-FEB05	6,75%	0.10%	16.61%	4.11%	7.30%	19.61%	0.14%	0.00%	2.23%	2.94%		4,40%

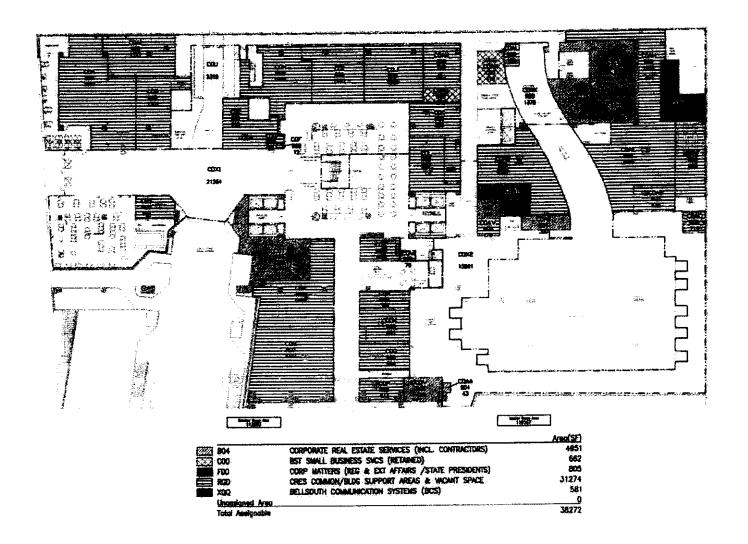
Appendix 7 Allocation of Building Floor Space

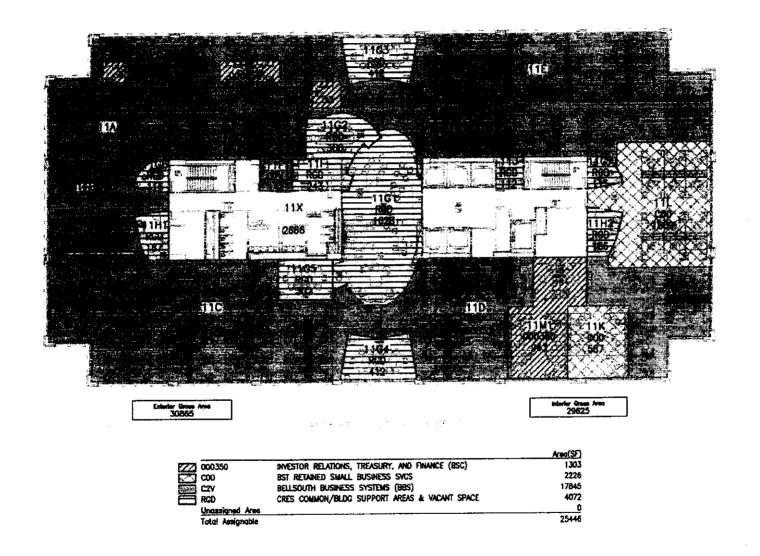
Page 1 Flow chart of allocation process for Account 2121, Buildings

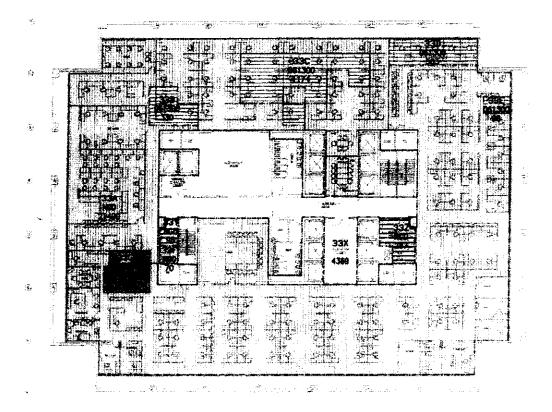
Page 2-4 Diagrams of floor space measurements for individual floors in three different buildings showing floor space used by various work groups

Allocation for Account 2121, Buildings









50430 Am		3118
		Acua(SF)
O61500	NELLSOUTH TEXHOLOGY GROUP (NPR)	2103
<u></u> ⇔ ≤	COMMON/BLDG SUPPORT AREAS & VACANT SPACE	383
□ ₩00	HETWORK SERVICES	21560
ee Pip	Bellsourh Business systems (885)	406
Unconsigned Area		0
Total Assignable		24452

Appendix 8 Oversight After Reform, Deloitte and Touche

Oversight after Reform
Financial Accounting Rules and Disclosures in
Reporting by U.S. Public Companies

Down E. Eps

Donna Epps

Partner, Deloitte & Touche LLP

11/21/05

Date

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